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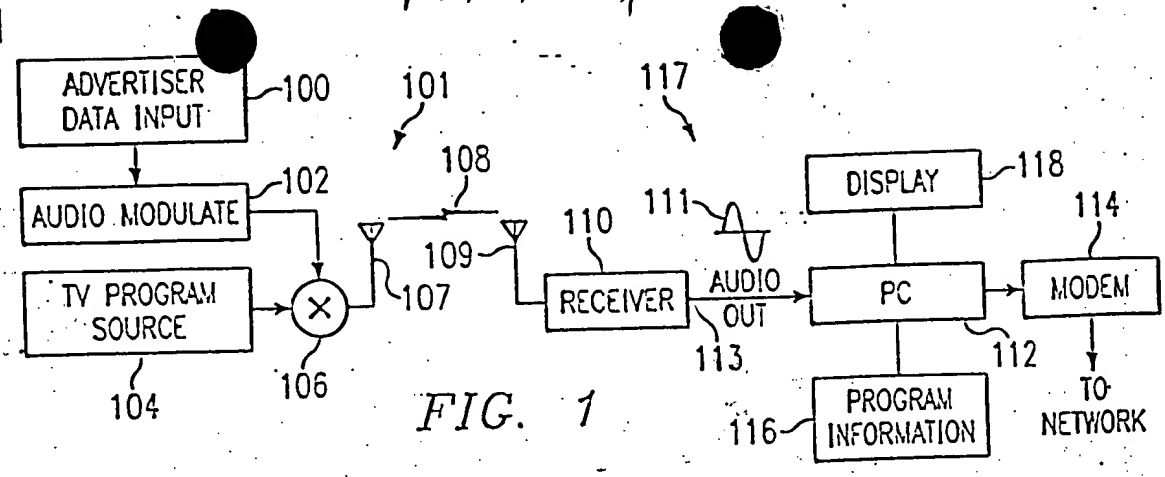

FIG. 1

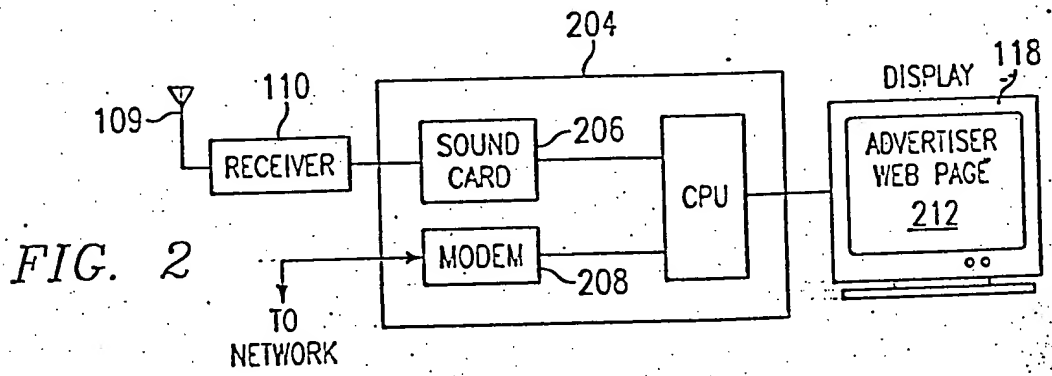

FIG. 2

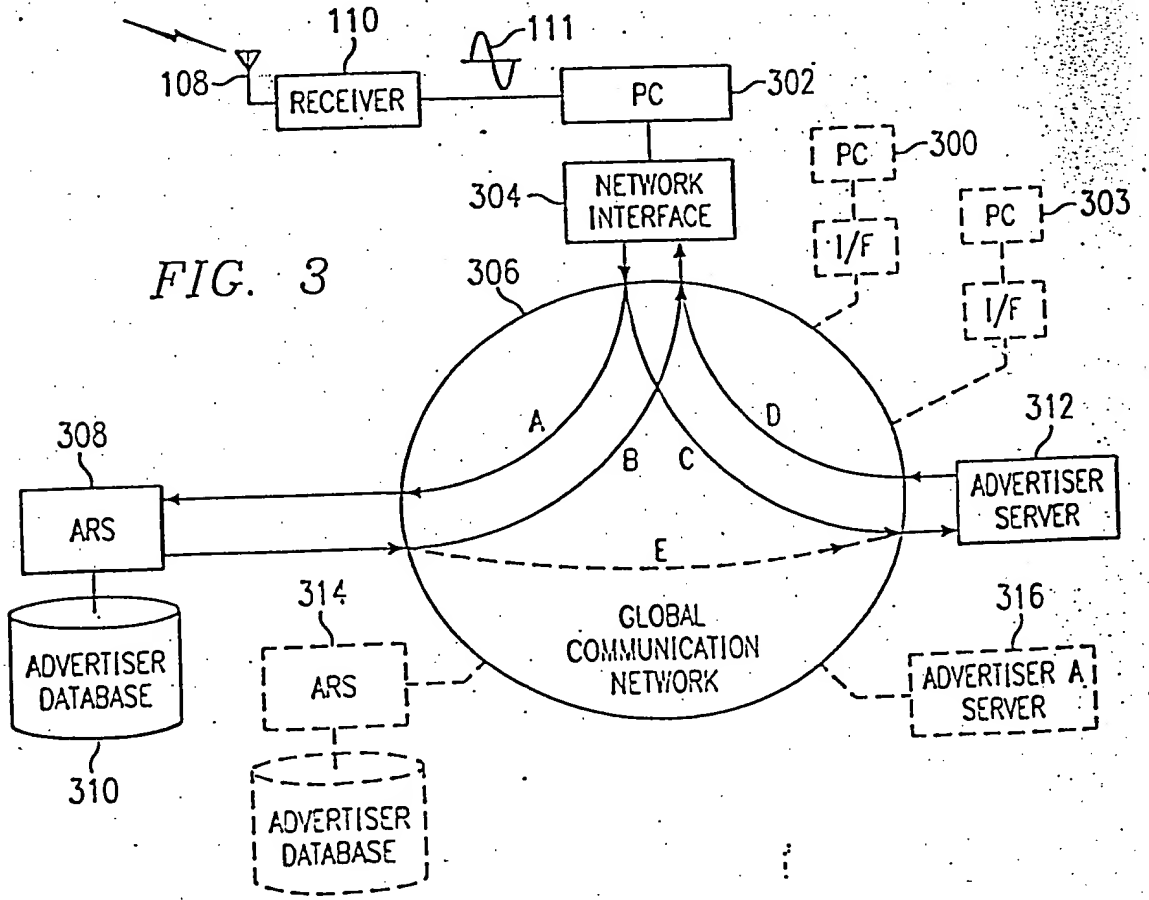

FIG. 3

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PATH A: SOURCE TO ARS

FIG. 4a

PATH B: ARS TO SOURCE

FIG. 4b

PATH C: SOURCE TO ADVERTISER

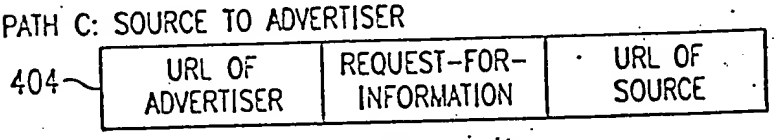


FIG. 4c

PATH D: ADVERTISER TO SOURCE

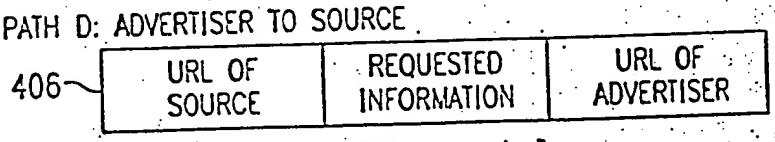


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

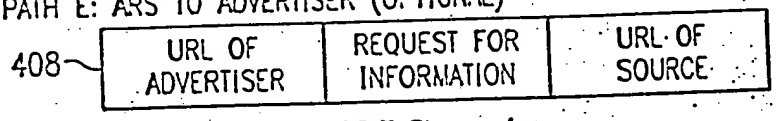


FIG. 4e

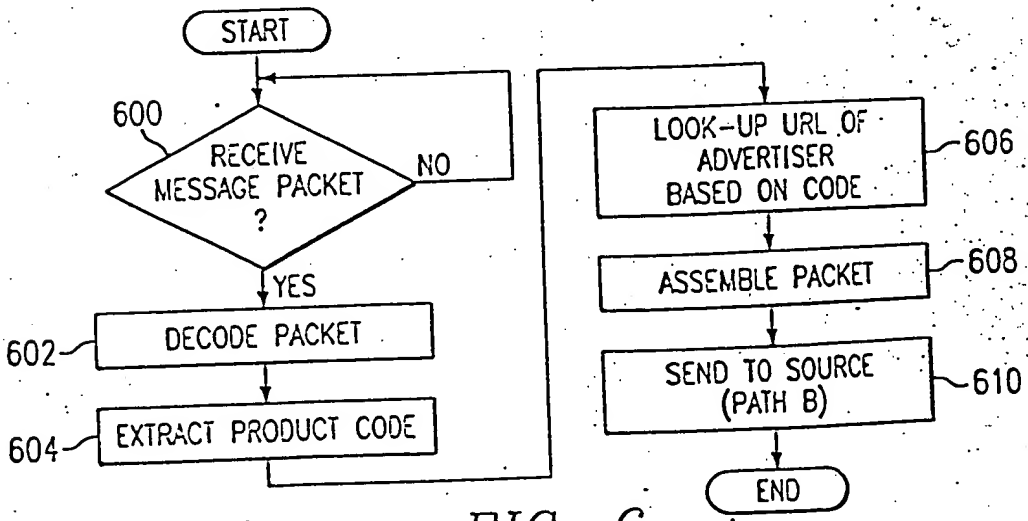


FIG. 6

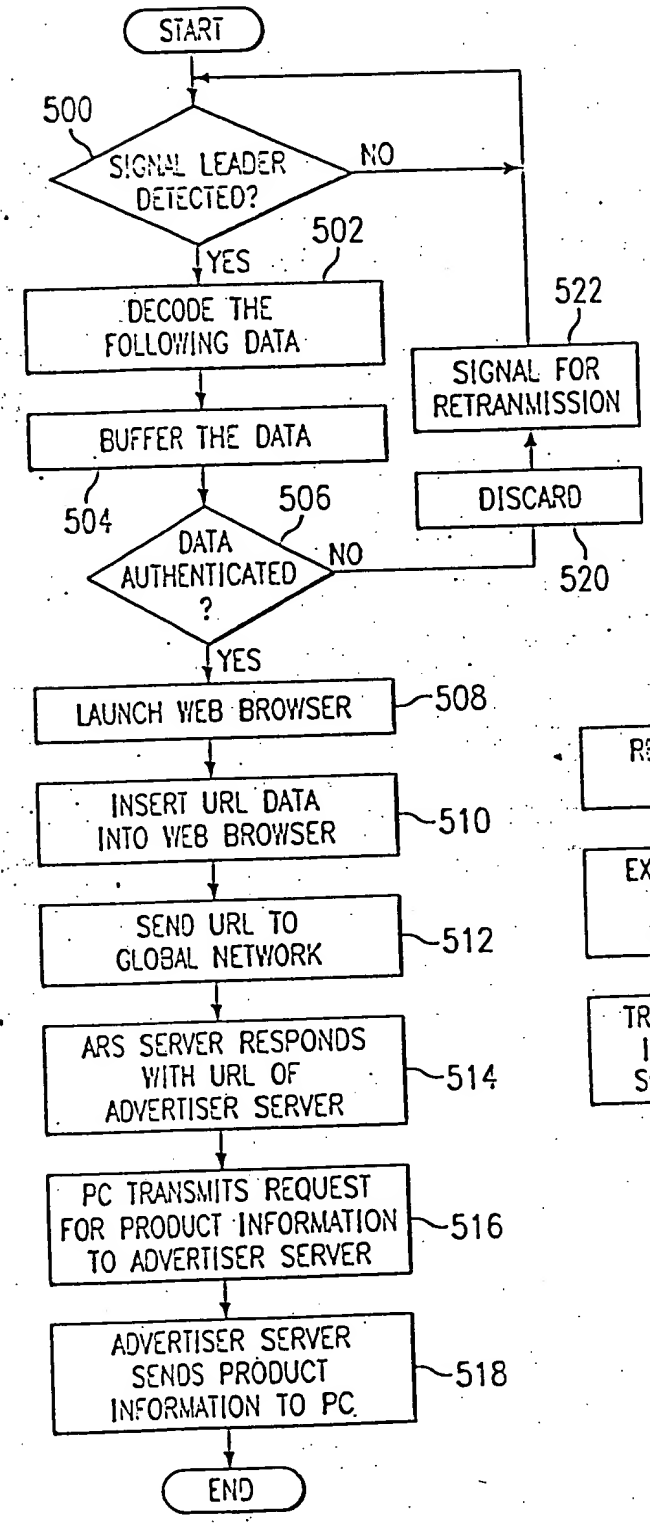

START
500
SIGNAL LEADER DETECTED?
NO
YES
502
DECODE THE FOLLOWING DATA
BUFFER THE DATA
504
506
DATA AUTHENTICATED ?
NO
YES
522
SIGNAL FOR RETRANMISSION
DISCARD
520
LAUNCH WEB BROWSER
508
INSERT URL DATA INTO WEB BROWSER
510
SEND URL TO GLOBAL NETWORK
512
ARS SERVER RESPONDS WITH URL OF ADVERTISER SERVER
514
PC TRANSMITS REQUEST FOR PRODUCT INFORMATION TO ADVERTISER SERVER
516
ADVERTISER SERVER SENDS PRODUCT INFORMATION TO PC
518
END

FIG. 5

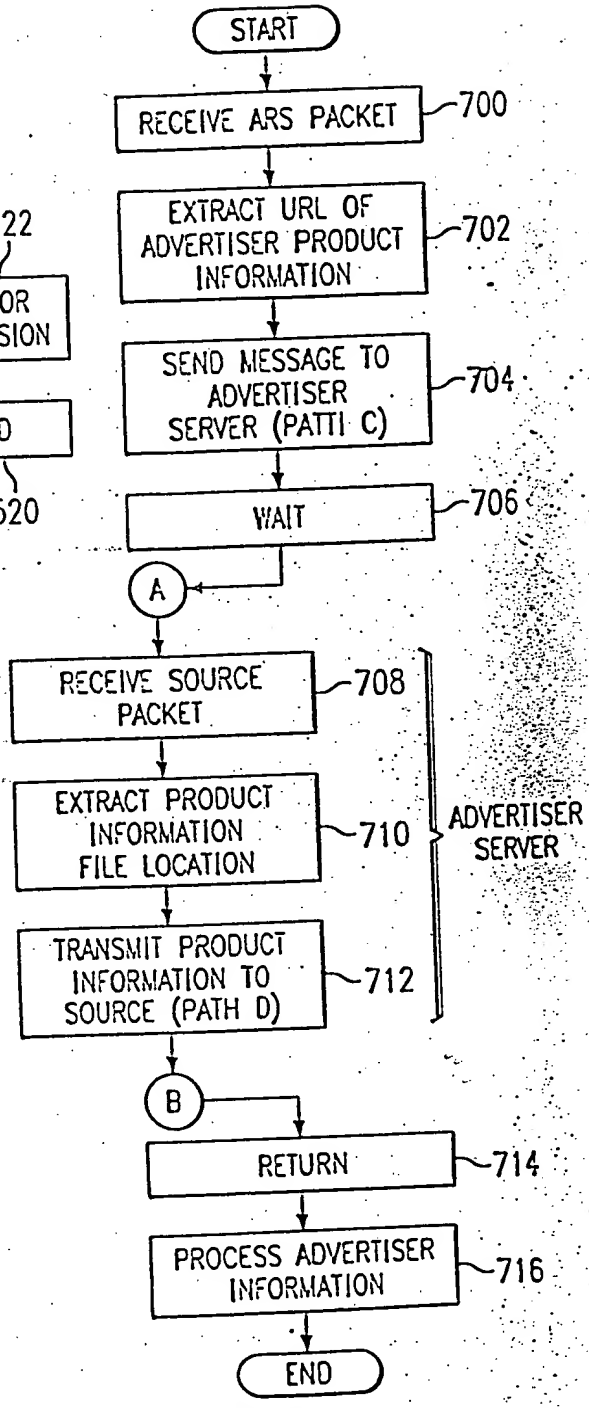

START
RECEIVE ARS PACKET
700
EXTRACT URL OF ADVERTISER PRODUCT INFORMATION
702
SEND MESSAGE TO ADVERTISER SERVER (PATTI C)
704
WAIT
706
A
RECEIVE SOURCE PACKET
708
EXTRACT PRODUCT INFORMATION FILE LOCATION
710
TRANSMIT PRODUCT INFORMATION TO SOURCE (PATH D)
712
ADVERTISER SERVER
B
RETURN
714
PROCESS ADVERTISER INFORMATION
716
END

FIG. 7

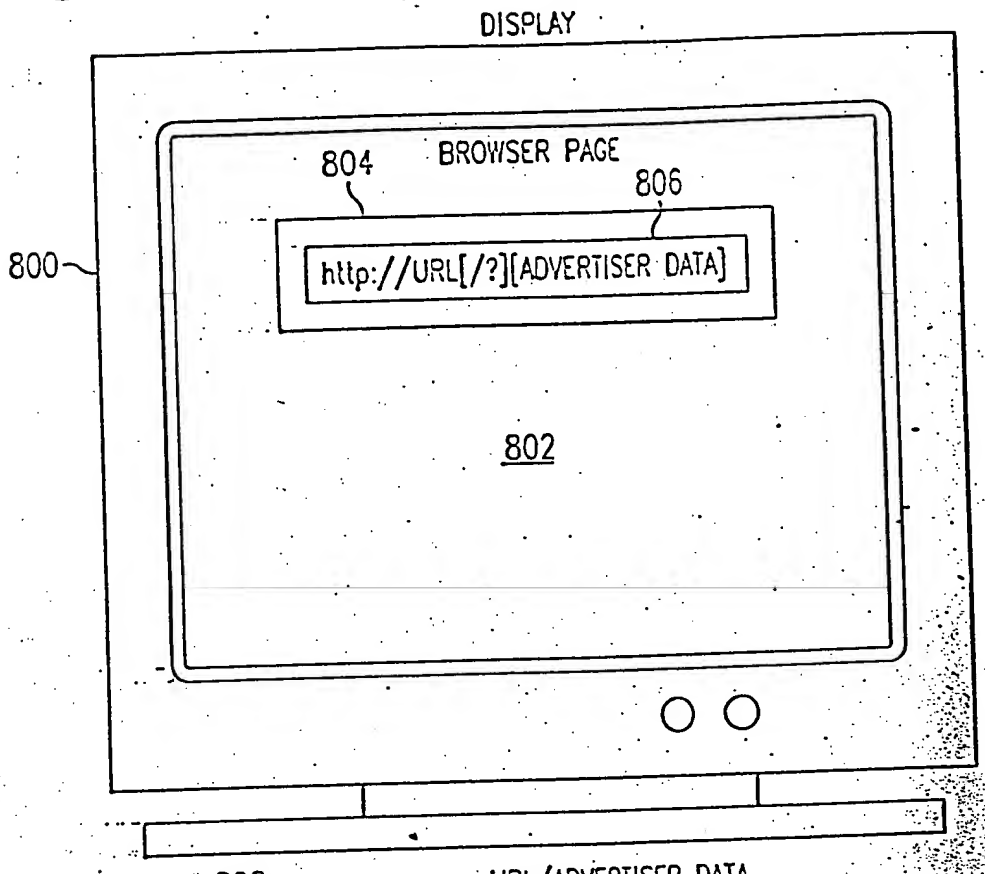
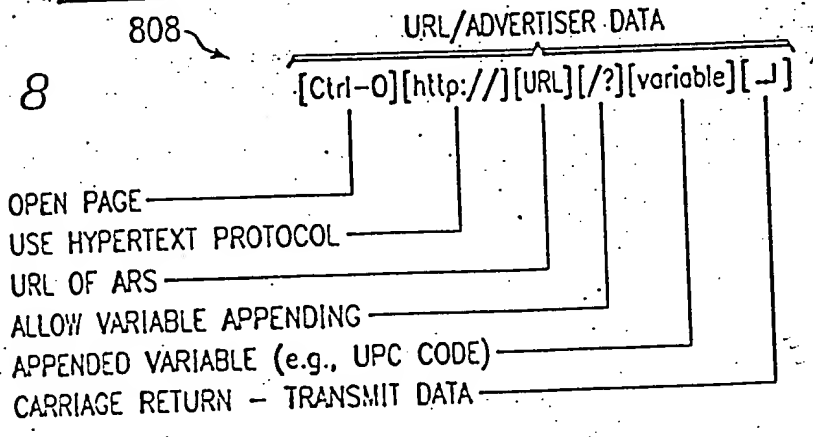


FIG. 8



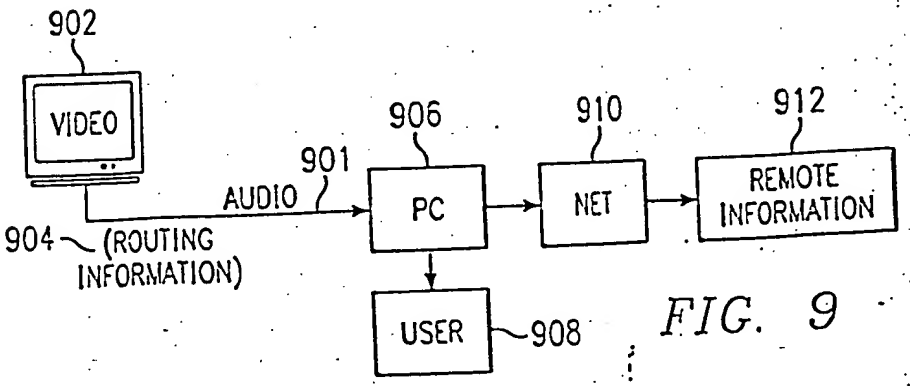


FIG. 9

09882302.020298

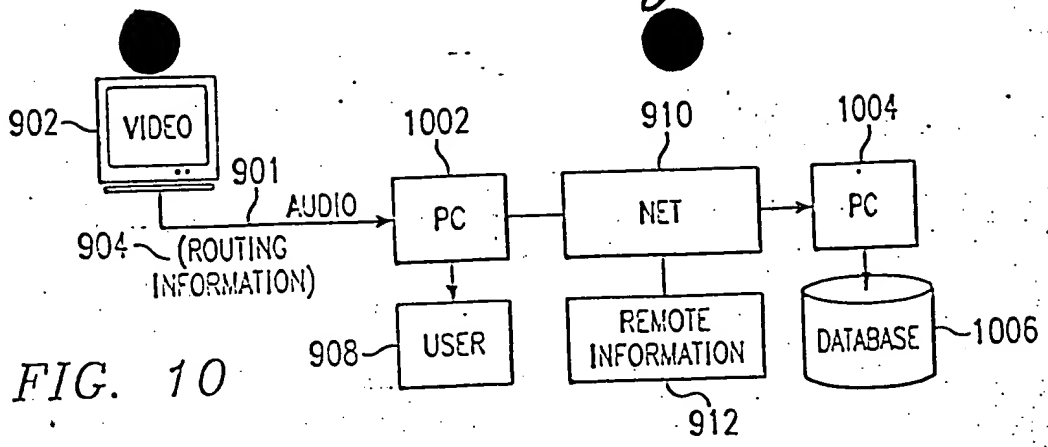


FIG. 10

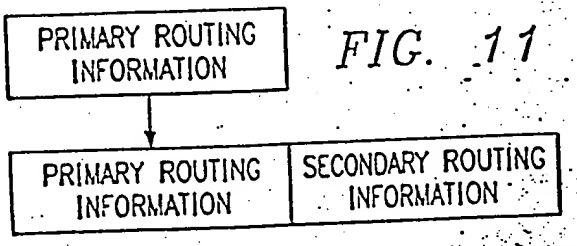


FIG. 11

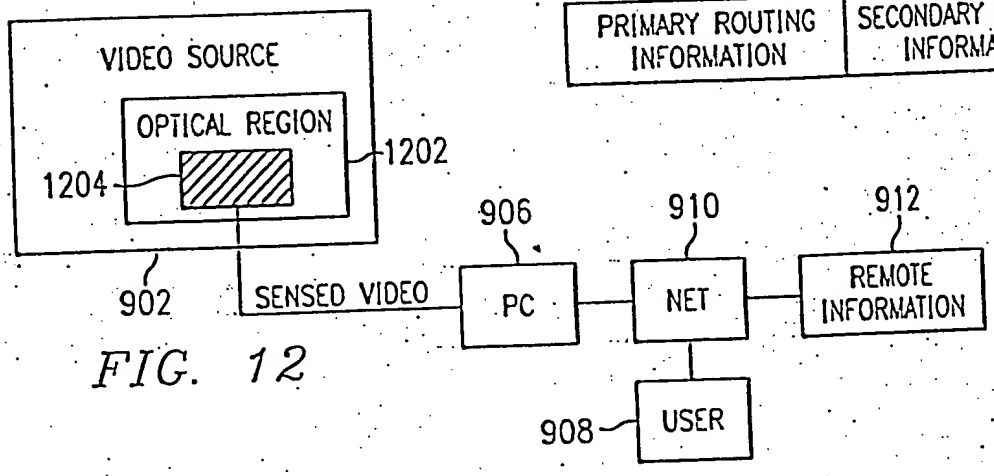


FIG. 12

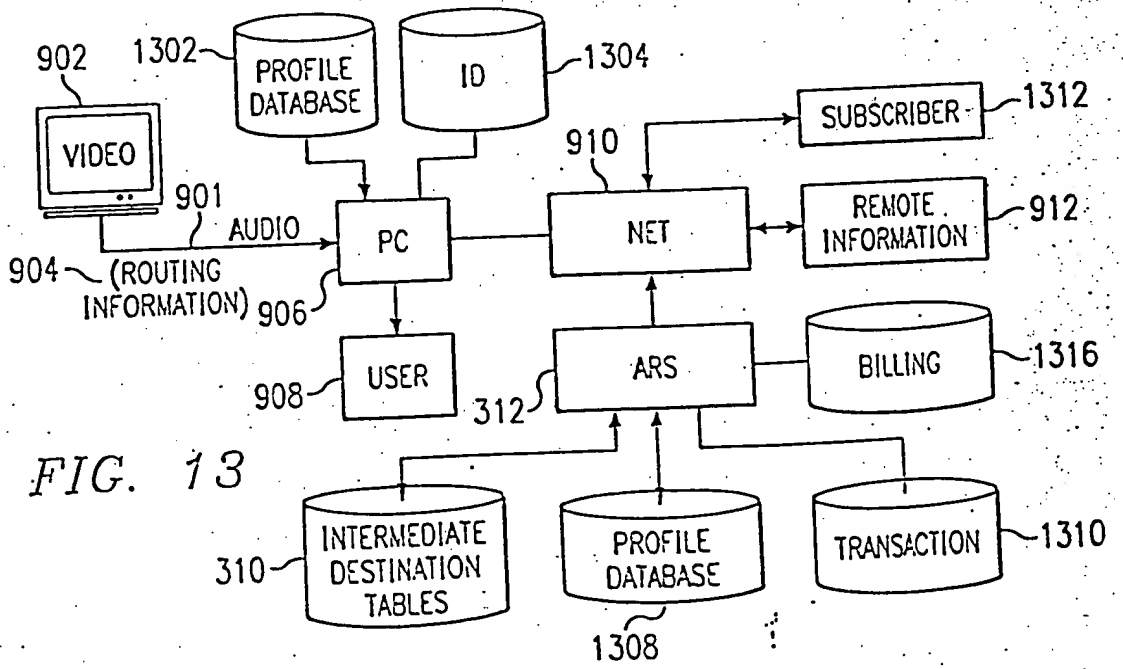


FIG. 13

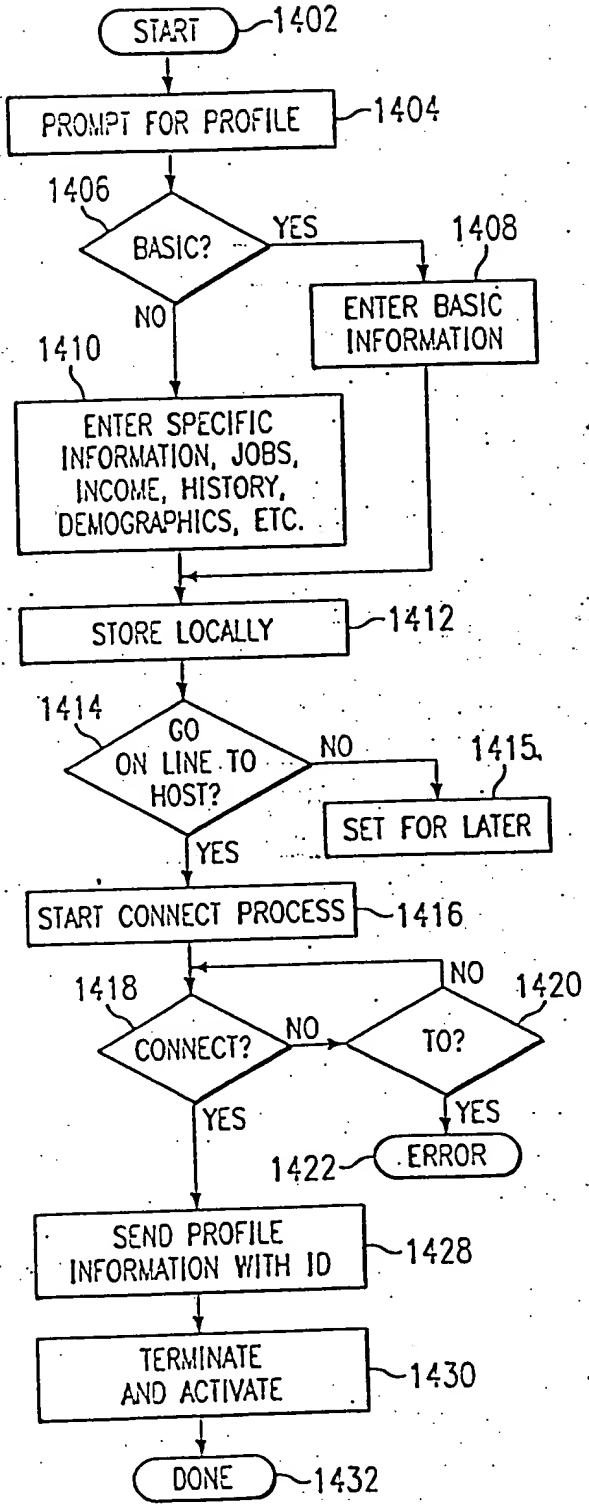

START
1402
PROMPT FOR PROFILE
1404
1406
BASIC?
YES
1408
ENTER BASIC INFORMATION
NO
1410
ENTER SPECIFIC INFORMATION, JOBS, INCOME, HISTORY, DEMOGRAPHICS, ETC.
STORE LOCALLY
1412
1414
GO ON LINE TO HOST?
NO
1415
SET FOR LATER
YES
START CONNECT PROCESS
1416
1418
CONNECT?
NO
TO?
1420
NO
YES
YES
1422
ERROR
SEND PROFILE INFORMATION WITH ID
1428
TERMINATE AND ACTIVATE
1430
DONE
1432

FIG. 14

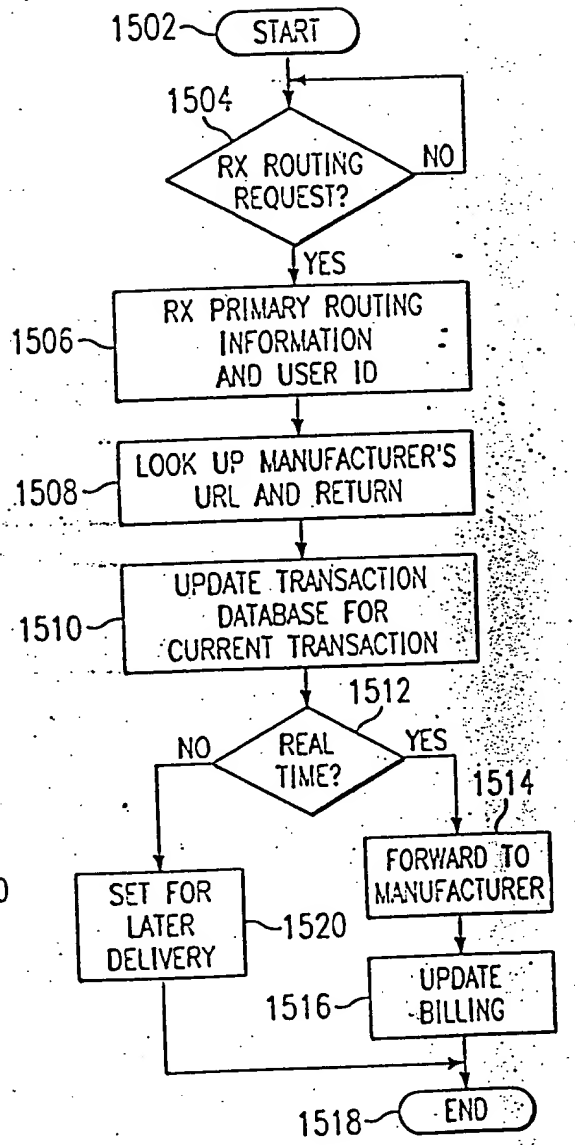

1502
START
1504
RX ROUTING REQUEST?
NO
YES
1506
RX PRIMARY ROUTING INFORMATION AND USER ID
1508
LOOK UP MANUFACTURER'S URL AND RETURN
1510
UPDATE TRANSACTION DATABASE FOR CURRENT TRANSACTION
1512
REAL TIME?
NO
YES
1514
FORWARD TO MANUFACTURER
SET FOR LATER DELIVERY
1520
1516
UPDATE BILLING
1518
END

FIG. 15

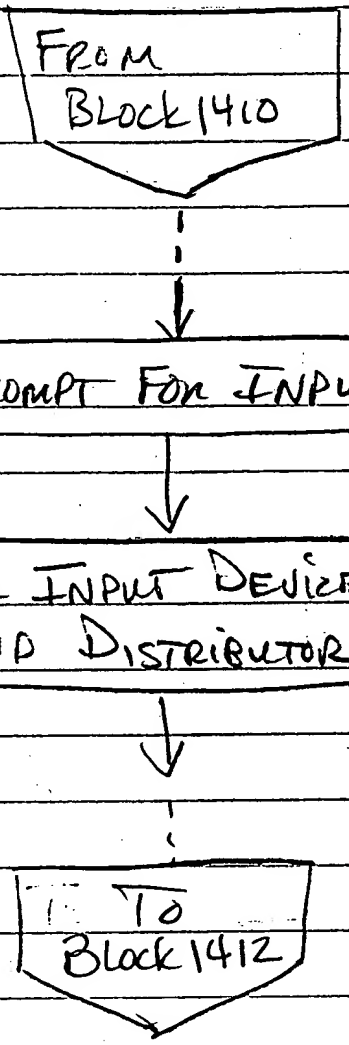

FROM BLOCK 1410
PROMPT FOR INPUT DEVICE
1630
ENTER INPUT DEVICE, TYPE, AND DISTRIBUTOR
1632
TO BLOCK 1412

FIG. 16a

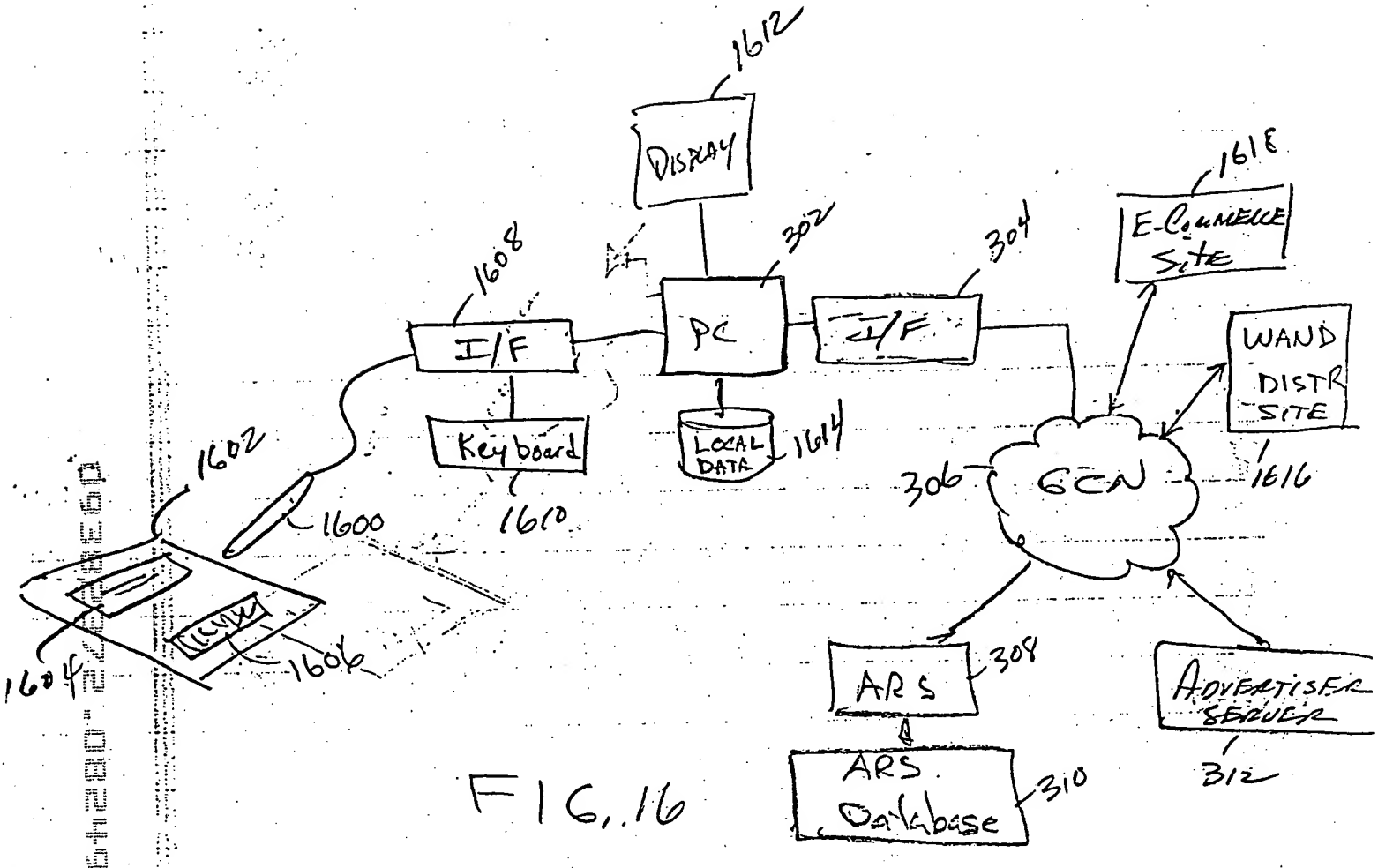

1612
Display
1618
E-Commerce Site
1608
I/F
302
PC
304
I/F
WAND DISTR SITE
1616
1602
1600
Keyboard
1610
LOCAL DATA
1614
306
GCN
1604
1606
ARS
308
ARS Database
310
Advertiser Server
312

FIG. 16

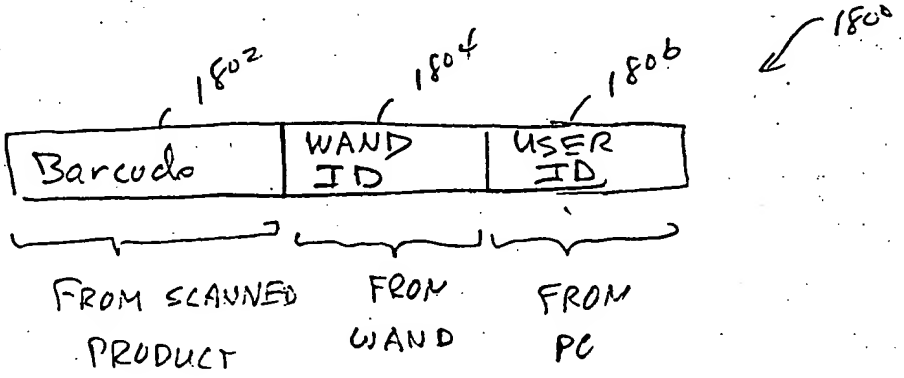

1800
1802
1804
1806
Barcode
WAND ID
USER ID
FROM SCANNED PRODUCT
FROM WAND
FROM PC

FIG. 18

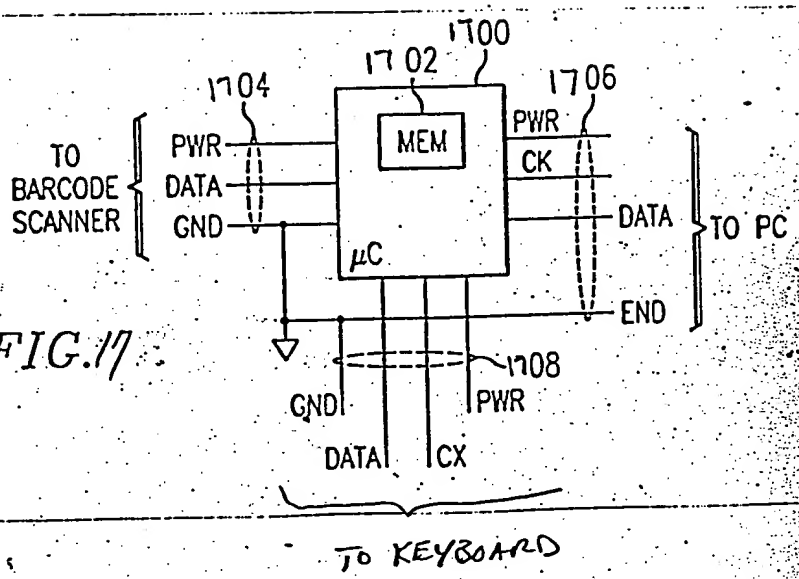

1700
1702
1704
1706
MEM
μC
TO BARCODE SCANNER
PWR
DATA
GND
PWR
CK
DATA
END
TO PC
1708
GND
PWR
DATA
CX
TO KEYBOARD

FIG. 17

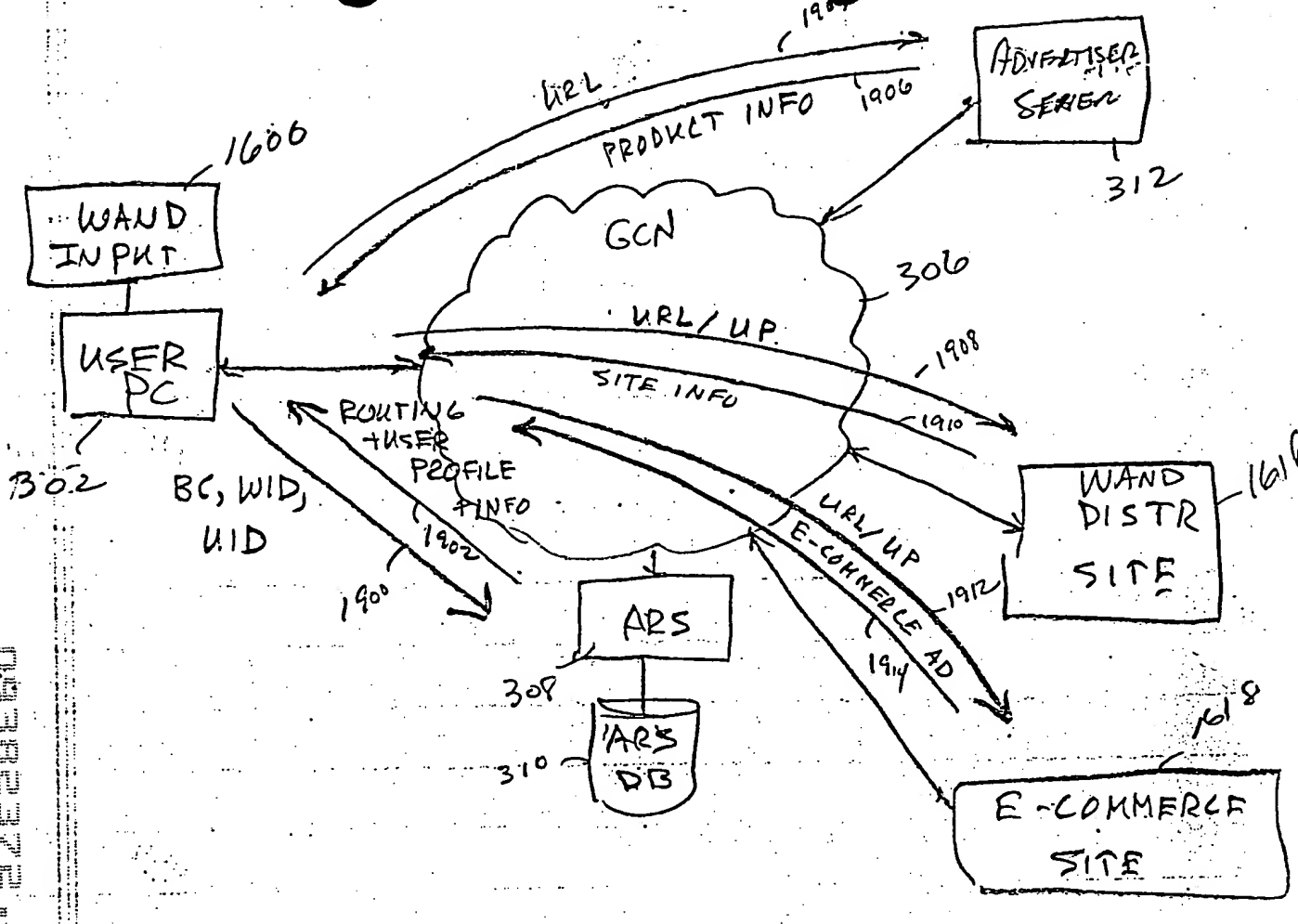

1606
WAND INPUT
USER PC
302
BC, WID, UID
1900
ROUTING + USER PROFILE INFO
1902
GCN
306
URL/UP
1908
SITE INFO
1910
ARS
308
ARS DB
310
URL
PRODUCT INFO
1906
ADVERTISER SERVER
312
WAND DISTR SITE
1616
URL/UP
E-COMMERCE AD
1912
1914
E-COMMERCE SITE
1618

FIG. 19

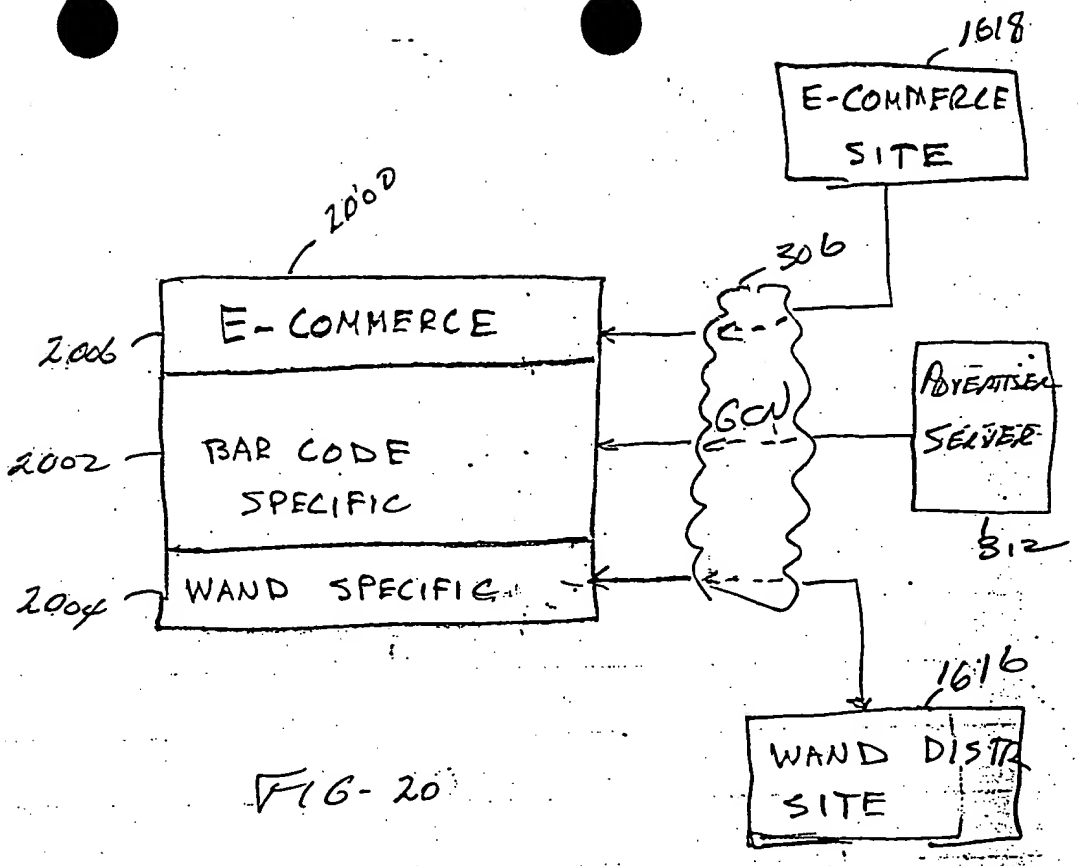


FIG-20

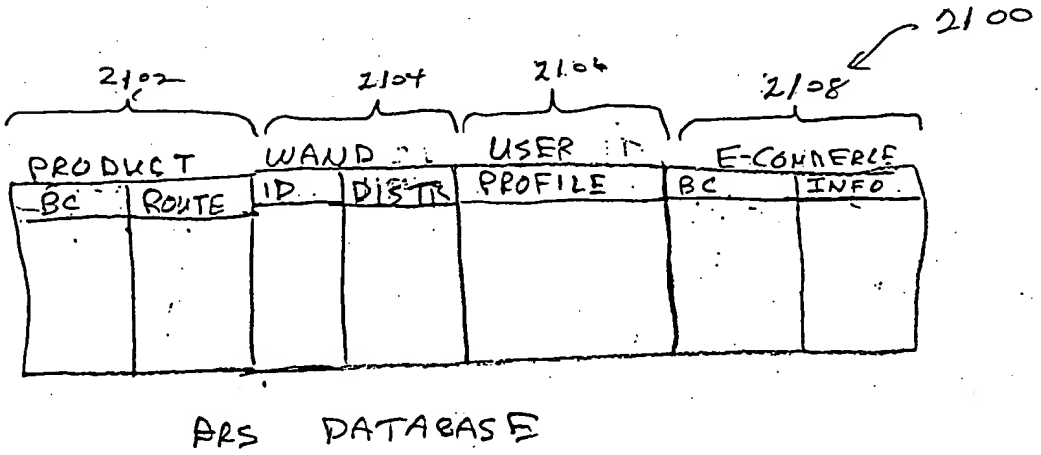


FIG. 21.

09382452.080200

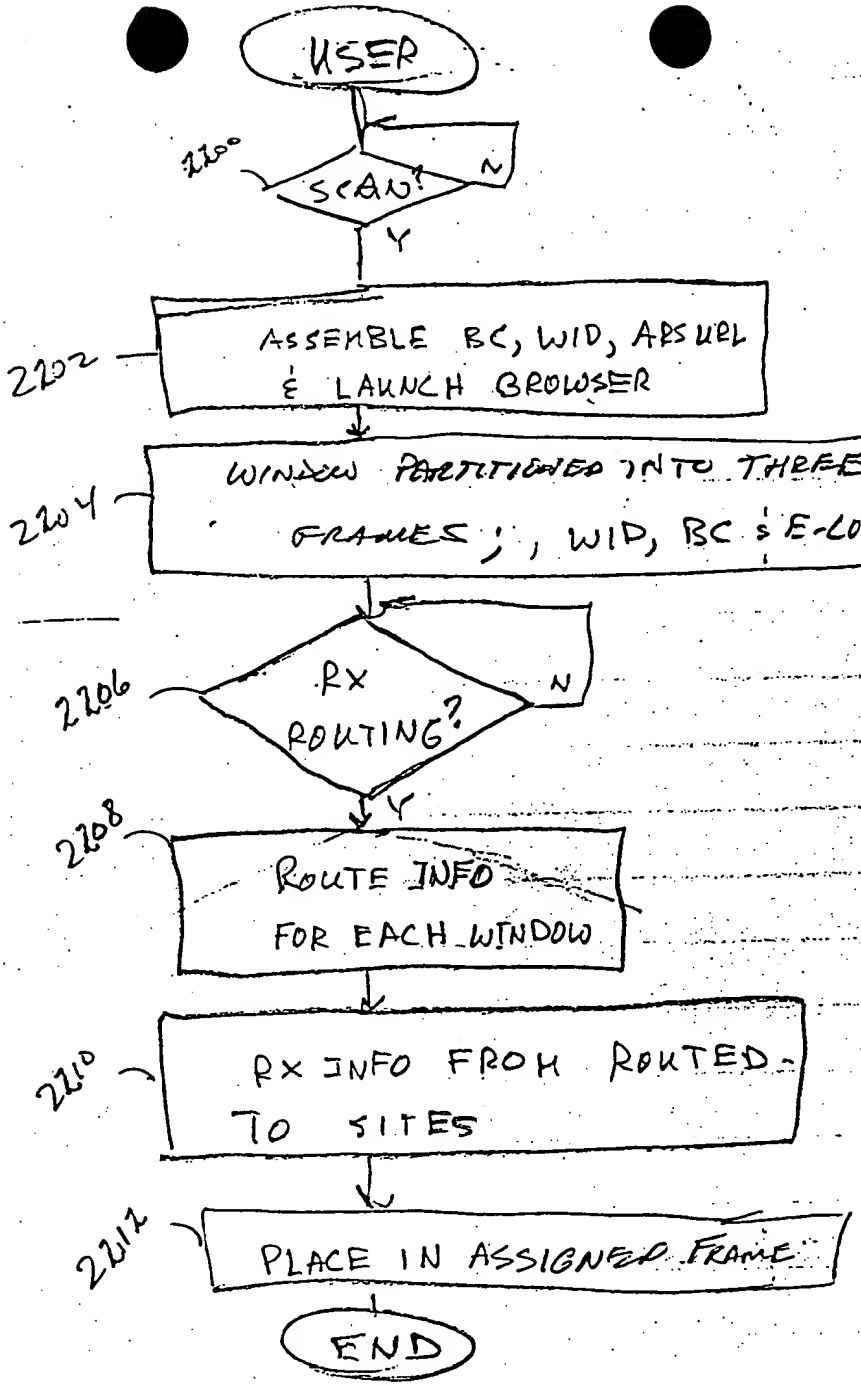

USER
2200
SCAN?
N
Y
2202
ASSEMBLE BC, WID, ABS URL & LAUNCH BROWSER
2204
WINDOW PARTITIONED INTO THREE FRAMES; , WID, BC & E-COM
2206
RX ROUTING?
N
Y
2208
ROUTE INFO FOR EACH WINDOW
2210
RX INFO FROM ROUTED-TO SITES
2212
PLACE IN ASSIGNED FRAME
END

FIG-22

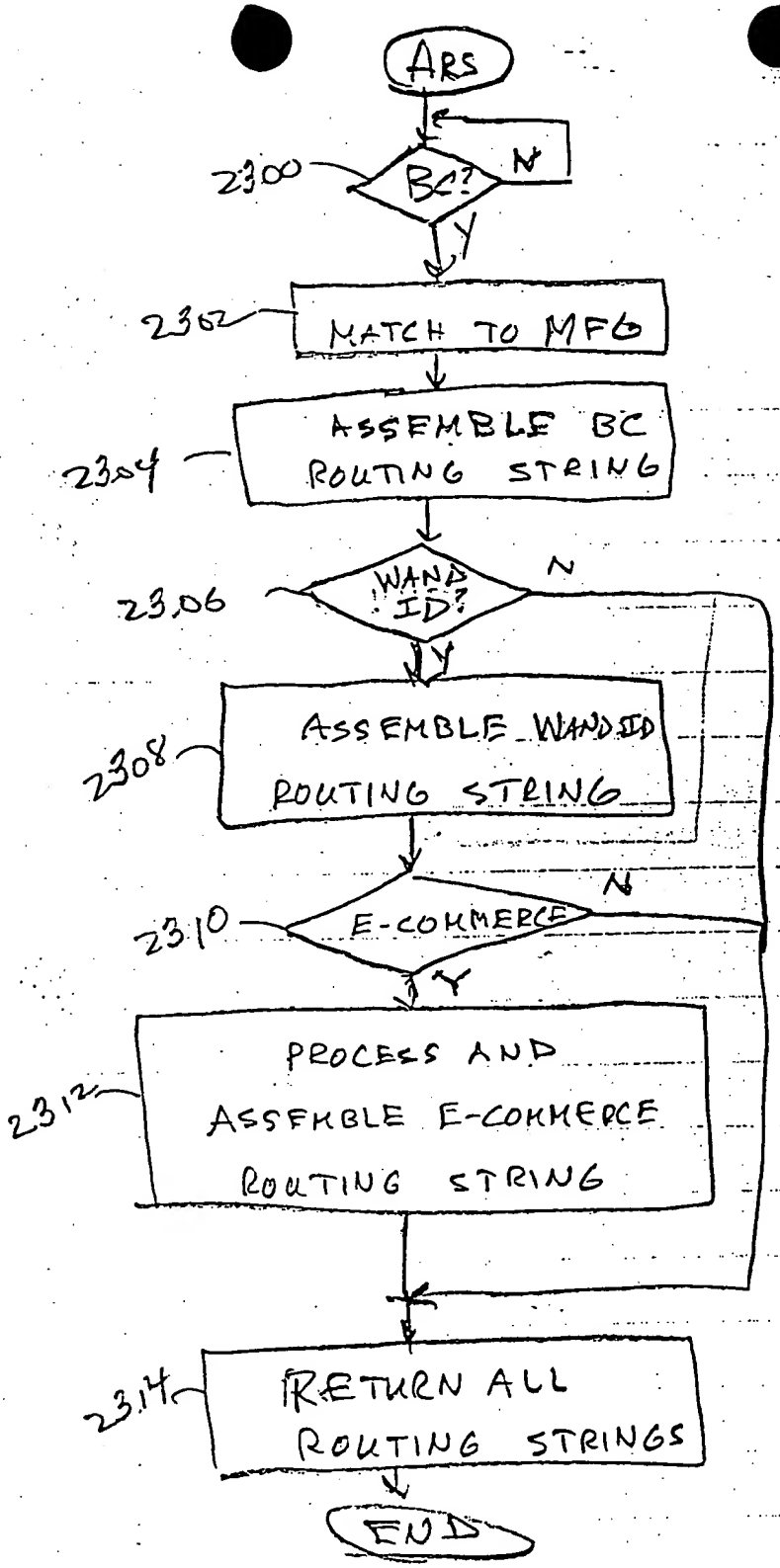


FIG. 23

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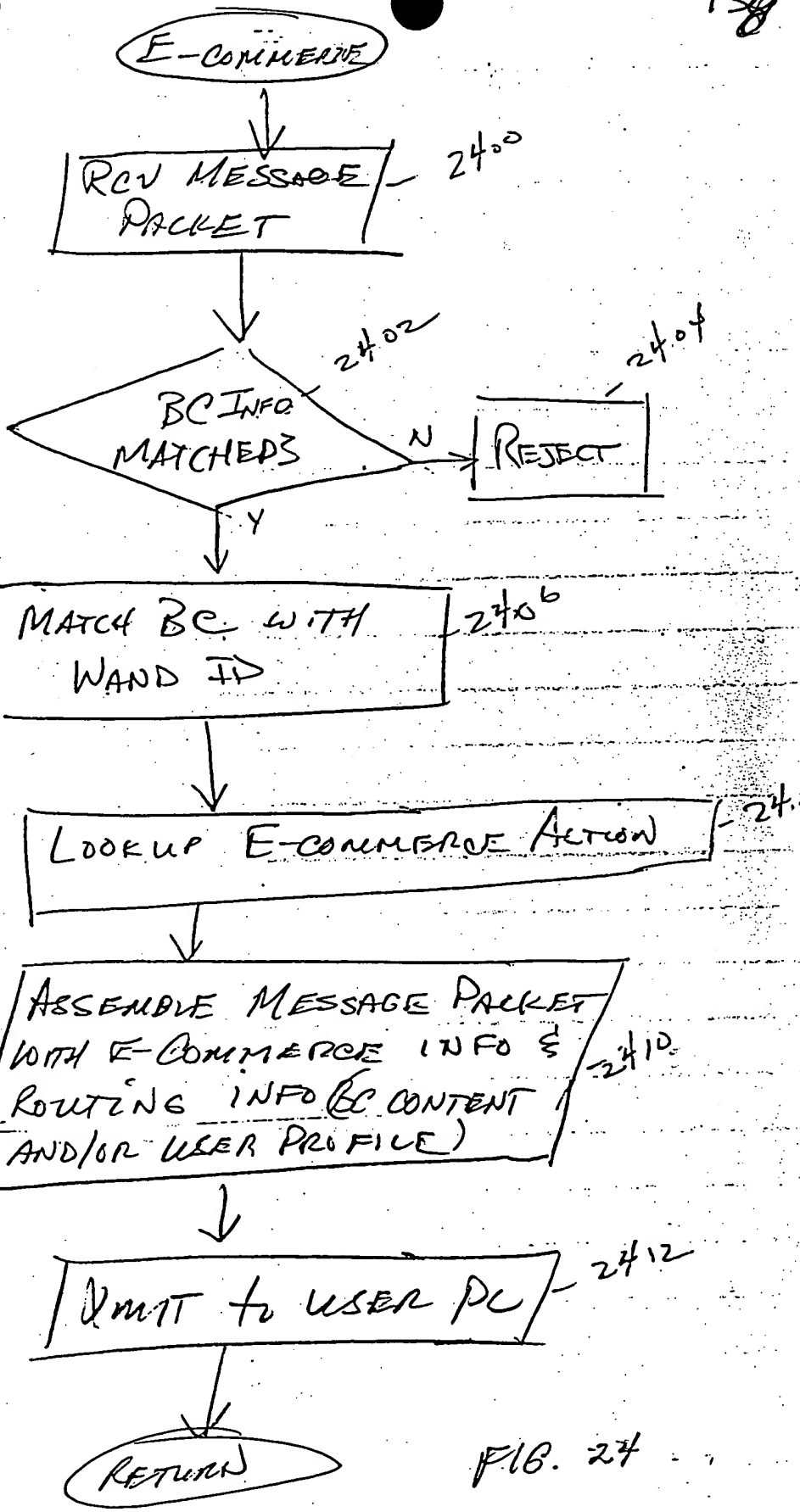

FIG. 24

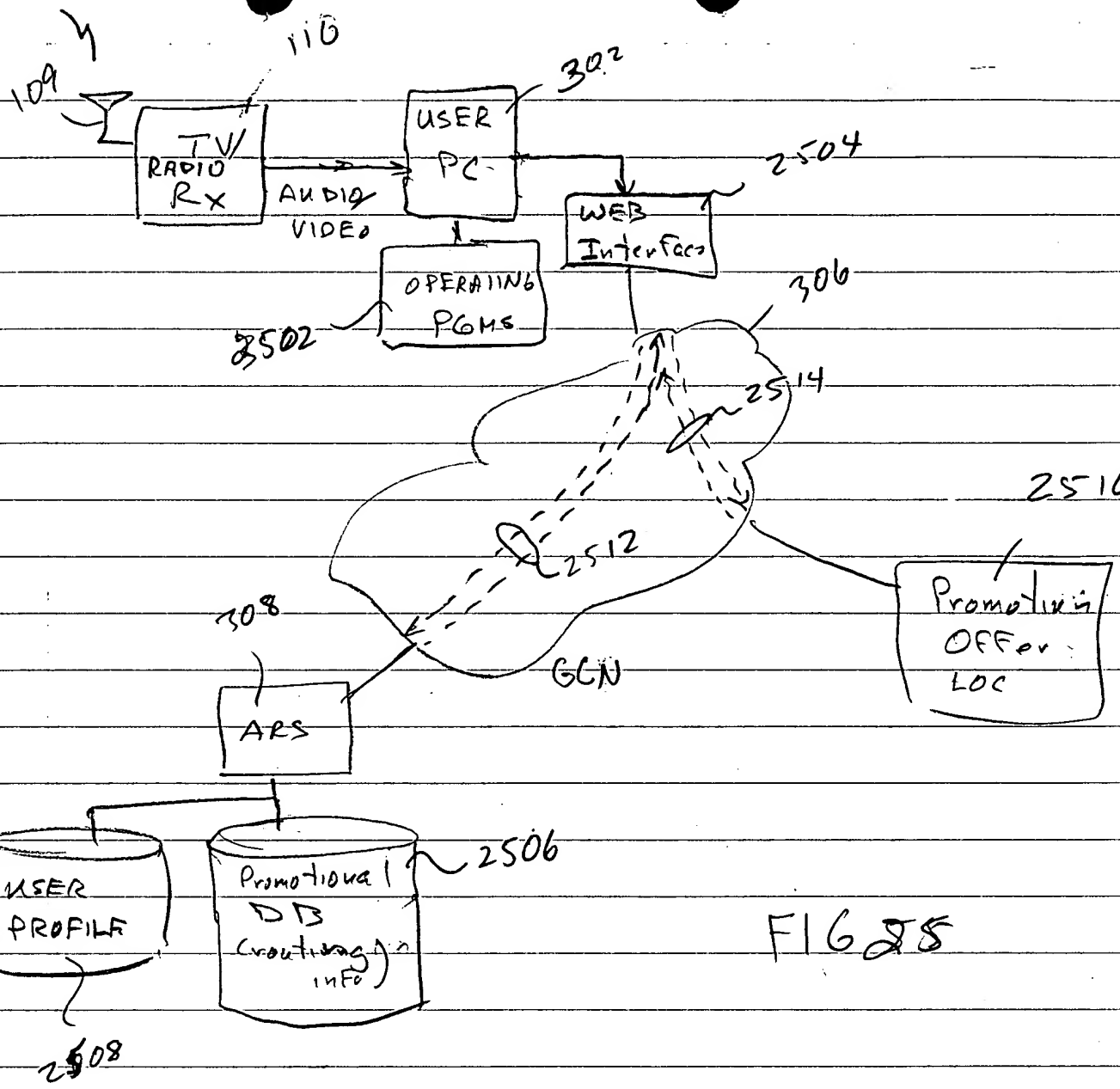
109
110
TV RADIO Rx
AUDIO VIDEO
USER PC
302
2504
WEB Interface
OPERATING PGMS
2502
306
2514
2510
2512
Promotion OFFer LOC
308
GCN
ARS
USER PROFILE
Promotional DB (routing) info
2506
2508

FIG 25

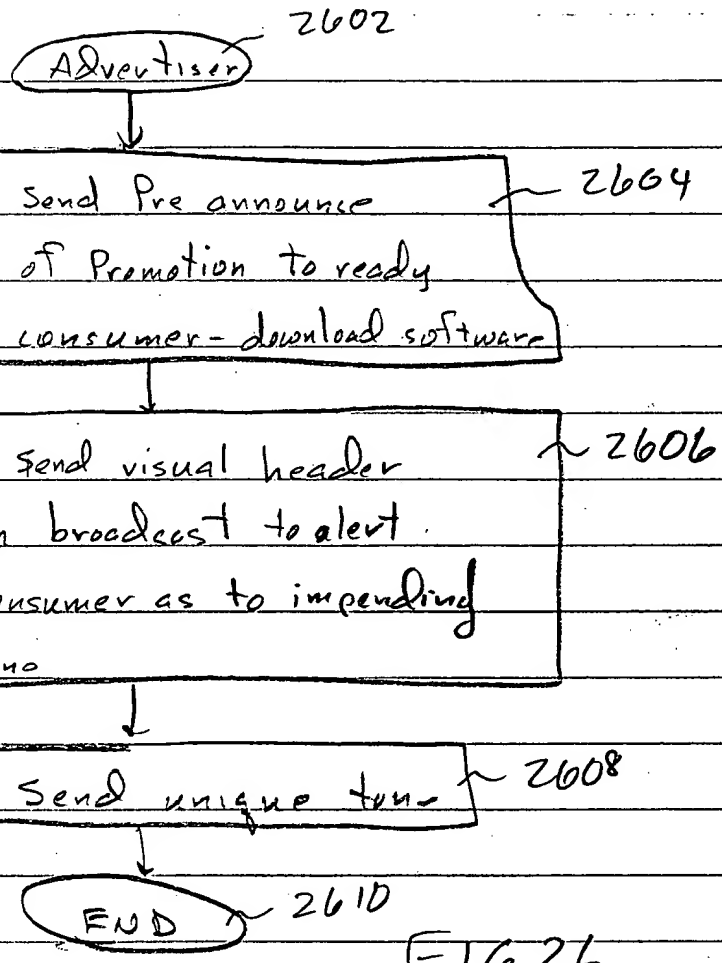
2602
Advertiser
Send Pre announce of Promotion to ready consumer - download software
2604
Send visual header on broadcast to alert consumer as to impending Tono
2606
Send unique tone
2608
END
2610

FIG 26

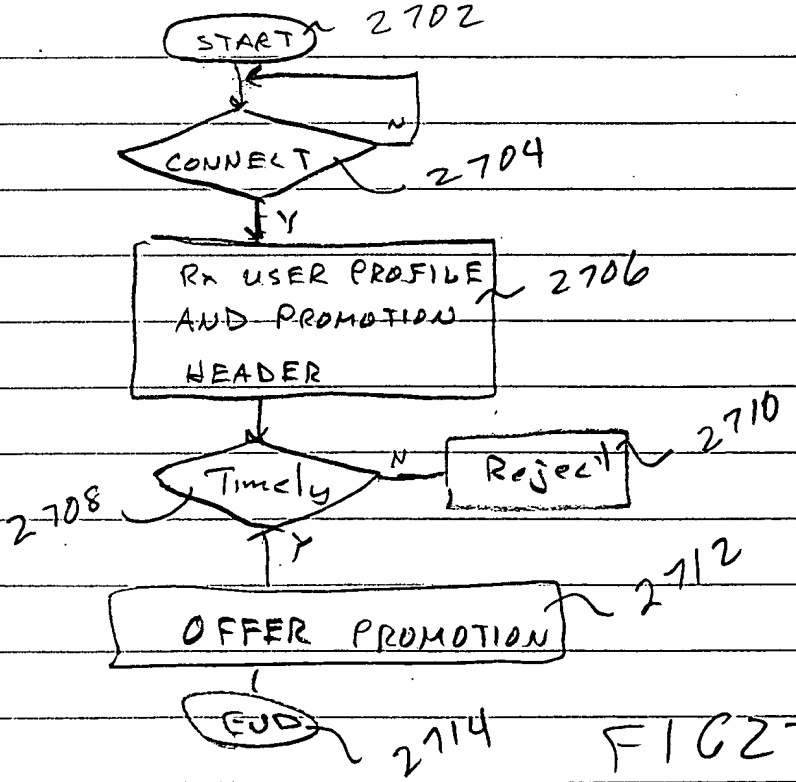
START
2702
CONNECT
N
Y
2704
Rx USER PROFILE AND PROMOTION HEADER
2706
Timely
N
Y
2708
Reject
2710
OFFER PROMOTION
2712
END
2714

FIG 27

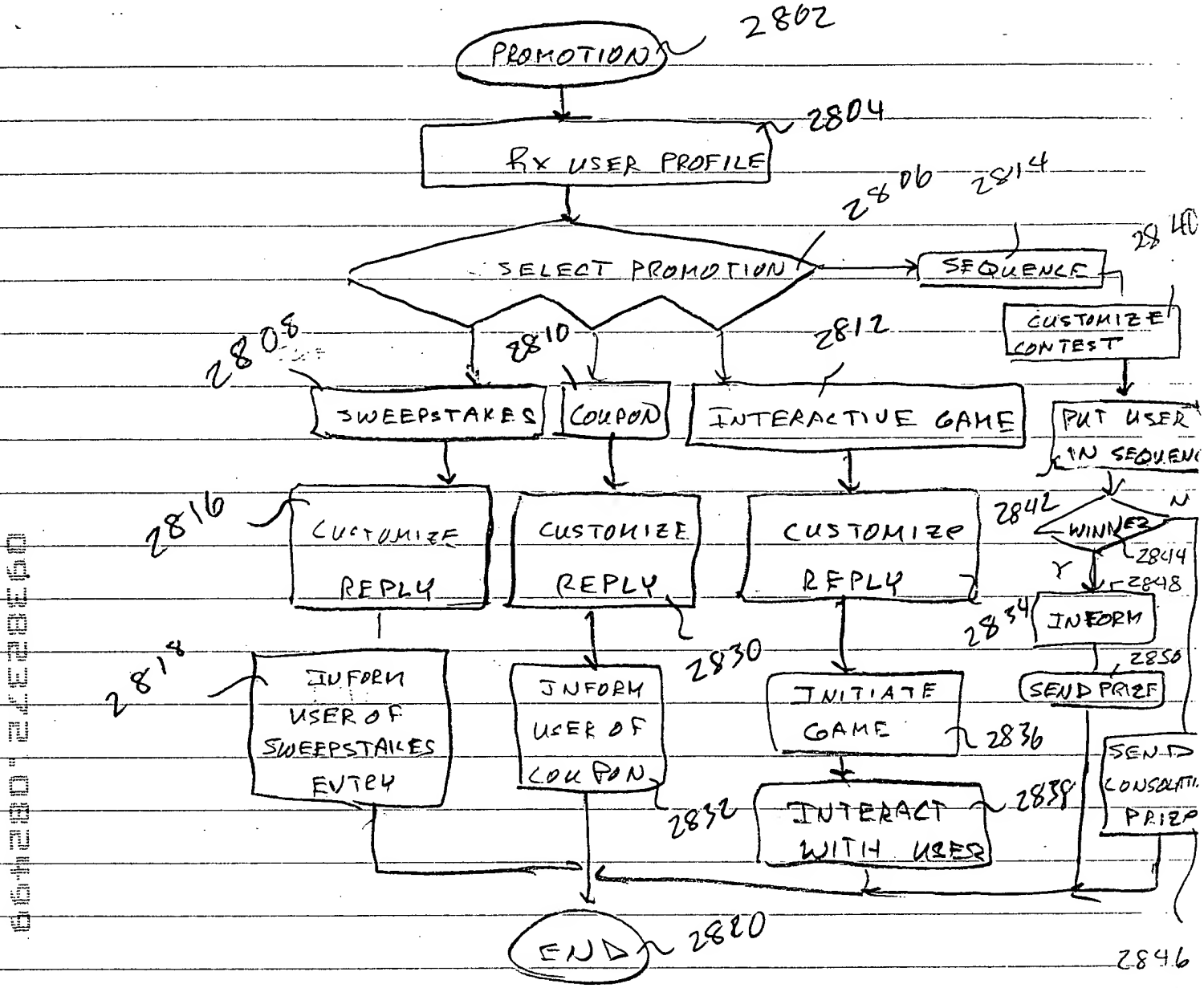
PROMOTION
2802
RX USER PROFILE
2804
SELECT PROMOTION
2806
2814
SEQUENCE
2816
CUSTOMIZE CONTEST
2808
2810
2812
SWEEPSTAKES
COUPON
INTERACTIVE GAME
PUT USER IN SEQUENCE
2842
WINNER?
N
Y
2844
2848
2834
INFORM
2850
SEND PRIZE
CUSTOMIZE REPLY
CUSTOMIZE REPLY
CUSTOMIZE REPLY
2818
INFORM USER OF SWEEPSTAKES ENTRY
INFORM USER OF COUPON
2830
INITIATE GAME
2836
INTERACT WITH USER
2838
2832
END
2820
2846

FIG 28

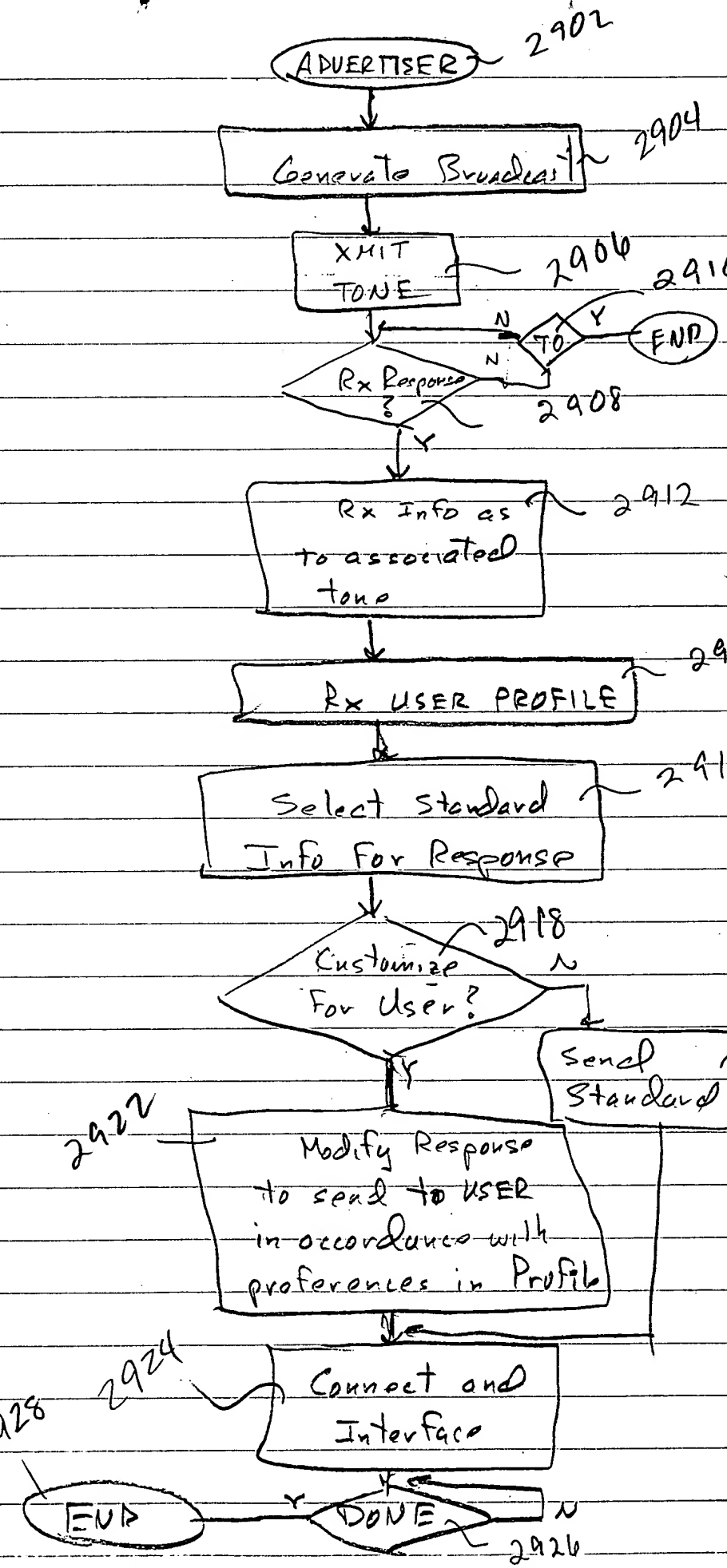
ADVERTISER
2902
Generate Broadcast
2904
XMIT TONE
2906
TO
2910
N
Y
END
Rx Response ?
N
2908
Y
Rx Info as to associated tone
2912
Rx USER PROFILE
2914
Select Standard Info For Response
2916
Customize For User?
2918
N
Y
Send Standard
2920
2922
Modify Response to send to USER in accordance with preferences in Profile
2924
Connect and Interface
2928
END
Y
DONE
N
2926

FIG 29